

# Rethink

## Decarbonization Initiatives starting in Towns: Towns and Society, Lifestyles of the Future

### Experience SDGs While Enjoying Fashion

#### WEFABRIK Inc.

The amount of clothing discarded and incinerated worldwide in one year is about 300 billion pieces. We transmit content that can solve this serious problem while having fun. In addition to introducing upcycled products from canceled items (products whose orders were canceled) in Bangladesh, revived through local craftsmen's hand embroidery by the brand "yoshiokubo" which participates in the Paris Fashion Week, we present the possibilities of sustainable fashion through content such as our vision of future sustainable fashion.



### FC Osaka Achieves "Social Reborn" by Becoming a Regional Society HUB

#### F.C. Osaka Co., Ltd

We will introduce how FC Osaka becomes a HUB connecting with town factories, shopping districts, the entire town, and regional people and companies from the stadium, and how it works on solving social issues and realizing a decarbonized society within this context. We advocate that when one soccer club becomes a node connecting people, government, companies, and various stakeholders that would not intersect otherwise, people, things, and matters connect, realizing social issue solutions, a decarbonized society, and "Social Reborn."

### Measuring EV (Electric Vehicle) Battery Capacity and Deterioration in Just 30 Seconds



#### Goiku Battery CO., LTD.

We can measure EV (Electric Vehicle) battery capacity and deterioration in just 30 seconds. By 2030, battery diagnosis will be required for waste batteries discharged in large quantities from EVs. Diagnostic technology for selecting whether to reuse or recycle waste batteries will become indispensable technology in a decarbonized society. Also, battery diagnosis is essential for maintenance of secondary batteries used in everything from drones, electric kickboards, to mobile devices. Our company has completed this technology and equipment ahead of the world.

### For Sustainable Development of Humanity! Energy Revolution through Laser Fusion



#### EX-Fusion Inc.

Our company is advancing technology development toward commercialization of "laser fusion." By causing nuclear fusion reaction between deuterium and tritium (isotopes of hydrogen), enormous energy equivalent to 8 tons of oil can be obtained from 1 gram of fuel. We will conduct exhibitions focusing on "laser fusion power generation technology" which we aim to realize by accelerating research in Suita City (Osaka Prefecture) and Hamamatsu City (Shizuoka Prefecture) to realize this innovative technology. We will explain the mechanism of laser fusion power generation and the future it creates in an easy-to-understand way through panels and videos. We will introduce the high potential of sustainable energy originating from Japan.

Reborn Challenge  
Implementation Body

Osaka Shoko Shinkin Bank

"Decarbonization" is one of the most critical challenges in designing future society for our lives.

As responsible members of today's society, we have a duty to build a sustainable world for future generations.

At Expo 2025, we will showcase "OSAKA DOKECHI TECHNOLOGY."

This initiative highlights the cutting-edge technologies and innovative efforts of Osaka's proud small and medium-sized enterprises (SMEs) and startups in achieving a decarbonized society. "DOKECHI" embodies the spirit of cherishing resources, using them for a long time, and finding joy in eliminating waste.

Through this exhibition, we aim to make decarbonization feel more familiar while envisioning how our everyday "cities" and "lifestyles" will transform over the next 30 years.

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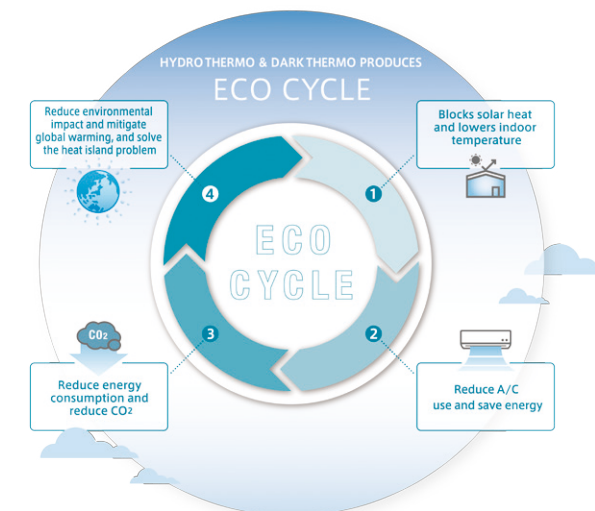
Special Website



### Let's Repaint the World Sustainably! Possibilities of Paint for Realizing a Decarbonized Society

#### OPTIMUS Inc.

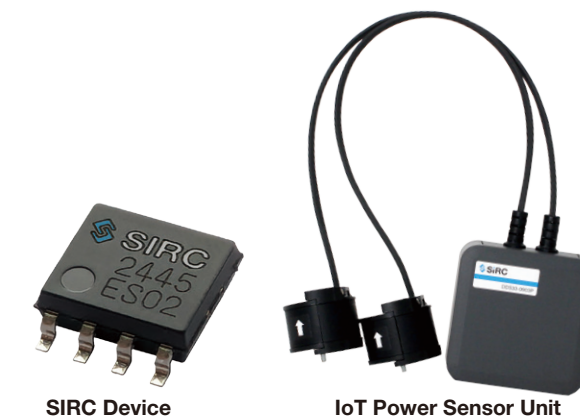
We will introduce innovative heat-shielding insulation paint that generates energy by absorbing sunlight while heat-shielding and insulating. This "paint technology of the future" enables self-generation of energy for air conditioners while suppressing air conditioner usage, leading to reduction of CO<sub>2</sub> emissions, a cause of global warming. We will present the future possibilities of paint by allowing you to actually see and touch the temperature difference and CO<sub>2</sub> emission reduction effects of using heat-shielding insulation paint.



### Attach to Power Cable in 5 Seconds! Effortless Energy Management for Anyone

#### SIRC Co., Ltd.

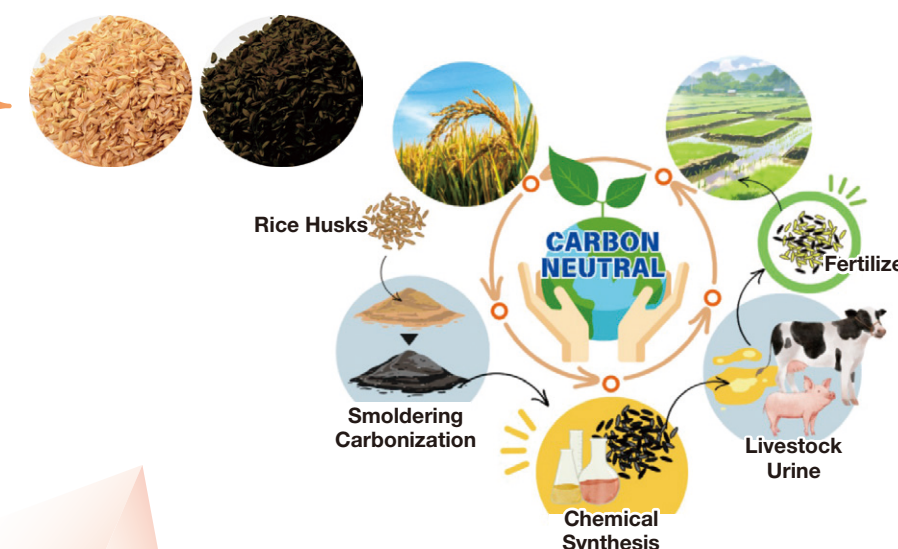
We will exhibit a power visualization system utilizing the "SIRC Device", measuring 5 mm square in size. While our "IoT Power Sensor Unit" is well-received for use in plants and factories, we will reapply its technologies to household use and introduce a novel form of energy management in this exhibition, which can achieve power visualization by simply attaching to a cable in just 5 seconds.



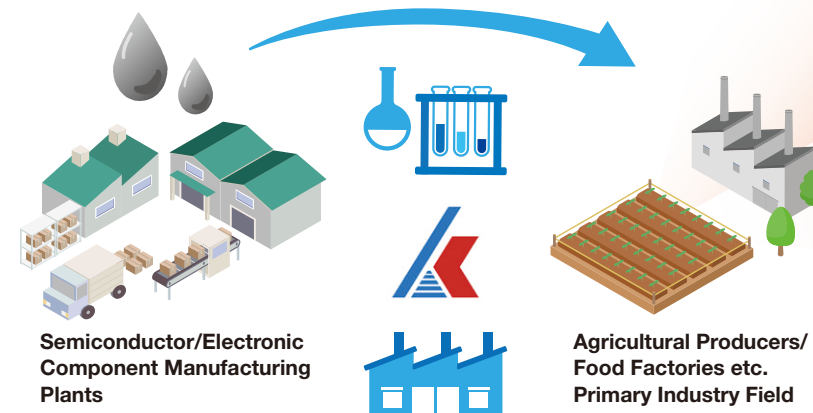
### The Fusion of Agriculture, Livestock, and Chemistry Bringing a Circular Economy from Osaka to the World

#### Nakamura Choukou Co., Ltd.

The rice and flour we enjoy every day generate byproducts like rice husks during processing before they reach consumers. These byproducts, however, can be repurposed—when carbonized, they serve as soil conditioners, and when treated to aluminosilicate, they function as ion-exchange materials. By showing how these materials can be transformed and put to practical use, we hope to inspire greater awareness of decarbonization.



#### Recovering Nitrogen Resources from Waste Liquid



### Circulating Digital MEGURU Flower Circulating Resources

#### Kotoku Cleaner Co., Ltd.

We will introduce efforts to recover nitrogen resources by processing waste liquid generated from semiconductor/electronic component manufacturing plants and processing its wastewater. The recovered nitrogen resources contain no heavy metals other than nitrogen as the main component and are expected to be used in primary industry fields as low-carbon fertilizer. In the exhibition, in addition to videos and panels, we will display flowers grown with nitrogen resources recovered from waste liquid, allowing rediscovery that resources exist in familiar "seeds."